This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   **(Currently Amended)** In a computer system, a method for effective y selling at least one of products and services, wherein all steps are performed by the computer system, the method comprising the steps of:

        (a)   determining, by a processor, an existing network framework that includes a plurality of components,

        (b)   defining, by the processor, a plan for selling the at least one of products and services to a target market, the plan including improvements to the existing network framework;

        (c)   determining, by the processor, a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market;

        (d)   determining, by the processor, a listing of at least one of products or services that relate to the targeted components, wherein the at least one of products and services are necessary to implement the improvements;

        (e)   identifying, by the processor, a plurality of identified business alliances at least one identified business alliance among a plurality of business entities associated with the targeted components;

        (f)   associating, by the processor, selected identified business alliances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances;

        (f) (g) displaying, through a display adapter by the processor, a pictorial representation of the existing network framework and the a plurality of components, including the targeted components; and

        (g) (h) modifying, through the display adapter by the processor, the pictorial representation by indicia coding the targeted components in order to sell the at least one

-2-

of the products and services that relate to the targeted components and the plurality of identified business alliances at least one identified business alliance, whereir the indicia coding identifies the selected identified business alliances at least one identified business alliance.

2.   (Original) A method for effectively selling at least one of products and services as recited in claim 1, wherein the step of defining the plan includes identifying the absence of at least one of products and services in the components of the existing network fram work.

3.   **Cancelled**

4.   (Original) A method for effectively selling at least one of products and services as recited in claim 1, wherein a legend is presented which defines the indicia coding with respect to the products or services.

5.   (Original) A method for effectively selling at least one of products and services as recited in claim 1, wherein the components of the existing network framework are selected from the group of components including security services, network services, web services, client services, integration capabilities, data services, directory services, management services, operation services, and developer services.

6.   (Original) A method for effectively selling at least one of products and services as recited in claim 1, wherein the components of the existing network framework are selected from the group of components including commerce-related services, content-related services, administration-related services, customer-related services, and education-related services.

7.   (Original) A method for effectively selling at least one of products and services as recited in claim 1, wherein the indicia coding is selected from the group of indicia coding including texture coding, color coding, and shading coding.

8.   (Original) A method for effectively selling at least one of products and services as recited in claim 1, wherein the existing network framework is a web architecture framework.

9.   (Currently Amended) A computer program embodied on a computer readable medium for effectively selling at least one of products and services comprising:

(a)   a code segment that determines an existing network framework that includes a plurality of components;

(b)   a code segment that defines a plan for selling the at least one of products and services to a target market, the plan including improvements to the existing network framework;

(c)   a code segment that determines a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market;

(d)   a code segment that determines a listing of at least one of products or services that relate to the targeted components, wherein the at least one of products and services are necessary to implement the improvements to the existing network framework;

(e)   a code segment that identifies a plurality of identified business alliances ~~at least one identified business alliance~~ among a plurality of business entities associated with the targeted components;

(f)   a code segment that associates selected identified business alliances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances;

~~(f)~~ (g) a code segment that displays a pictorial representation of the existing network framework and the ~~a~~ plurality of components, including the targeted components; and

~~(g)~~ (h) a code segment that modifies the pictorial representation by indicia coding the targeted components in order to sell the at least one of the products and services that relate to the targeted components and the plurality of identified business alliances ~~at least one identified business alliance~~, wherein the indicia coding identifies the selected identified business alliances ~~at least one identified business alliance~~.

10.   (Original) A computer program for effectively selling at least one of products and services as recited in claim 9, wherein the code segment that defines the plan includes a

-4-

code segment that identifies the absence of at least one of products and services in the components of the existing network framework.

11.   **Cancelled**

12.   (**Original**) A computer program for effectively selling at least one of products and services as recited in claim 9, wherein a legend is presented which defines the indicia coding with respect to the products or services.

13.   (**Original**) A computer program for effectively selling at least one of products and services as recited in claim 9, wherein the components of the existing network framework are selected from the group of components including security services, network services, web services, client services, integration capabilities, data services, directory services, management services, operation services, and developer services.

14.   (**Original**) A computer program for effectively selling at least one of products and services as recited in claim 9, wherein the components of the existing network framework are selected from the group of components including commerce-related services, content-related services, administration-related services, customer-related services, and education-related services.

15.   (**Original**) A computer program for effectively selling at least one of products and services as recited in claim 9, wherein the indicia coding is selected from the group of indicia coding including texture coding, color coding, and shading coding.

16.   (**Original**) A computer program for effectively selling at least one of products and services as recited in claim 9, wherein the existing network framework is a web architecture framework.

17.   (**Currently Amended**) A computer system for effectively selling at least one of products and services comprising:

      (a)   a processor;

      (b)   a memory that stores information under the control of the processor;

      (c)   logic for determining an existing network framework that includes a plurality of components;

-5-

(d)   logic for defining a plan for selling the at least one of products and services to a target market, the plan including improvements to the existing network framework;

(e)   logic for determining a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market;

(f)   logic for determining listing of at least one of products or services that relate to the targeted components, wherein the at least one of products and services are necessary to implement the improvements to the existing network framework;

(g)   logic that identifies a plurality of identified business alliances ~~at least one identified business alliance~~ among a plurality of business entities associated with the targeted components;

(h)   logic that associates selected identified business alliances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances;

~~(h)~~ (i) logic for displaying a pictorial representation of the existing network framework and the a plurality of components, including the targeted components; and

~~(i)~~ (j) logic for modifying the pictorial representation by indicia coding the targeted components in order to sell the at least one of the products and services that relate to the targeted components and the plurality of identified business alliances ~~at least one identified business alliance~~, wherein the indicia coding identifies the selected identified business alliances ~~at least one identified business alliance~~.

-6-